ATLAS
PATSY AND HEDY
NOV. PATSY AND HEDY
APPROVED BY THE COMICS CODE AUTHORITY
PATSY and HEDY
NO. 39
10¢
ALL NEW STORIES
I JUST LOVE YOUR NEW GOWN, HEDY... ALMOST AS MUCH AS I DID LAST YEAR!
HOW SWEET! TELL ME, DEAR, ARE YOU WEARING YOURS BECAUSE YOU LOST A BET?

SKINNY

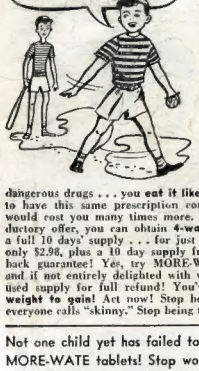
MEN ARE OFTEN ASHAMED TO STRIP FOR SPORTS OR FOR A SWIM!

GIRLS ARE NOT ALLURING AND DON'T HAVE EYE-CATCHING CURVES!

CHILDREN WHO WON'T EAT AND ARE UNDER-WEIGHT, OFTEN CALLED SKINNY!

Now at last More-Wate plan that puts firm, attractive pounds and inches on your body, chest, arms and legs.

GAIN MORE WEIGHT IN 10 DAYS OR YOUR MONEY BACK!



Amazing New Way developed by modern medical science to put on weight on lean bodies. **Guaranteed** to give you up to an **extra pound a day!** Or **your money back!** Why should you dread going to parties and socials, simply because you look scrawny and spindly? Why ever feel self-conscious about your body again? If you're **under-weight*** . . . or just a little on the thin side, due to faulty appetite, or bad dietary habits, you can **put on up to a pound a day** of **attractive weight** without exercise . . . dangerous drugs . . . or special diet . . . and more quickly, more easily than you ever dreamed possible . . . with MORE-WATE. MORE-WATE contains no dangerous drugs . . . you **eat it like candy!** Yet . . . if you were to have this same prescription compounded to your order, it would cost you many times more. However, through this introductory offer, you can obtain **4-way** MORE-WATE tablets . . . a full 10 days' supply . . . for just $1.00 or a 30 day supply for only $2.98, plus a 10 day supply free, with an absolute money-back guarantee! Yes, try MORE-WATE for TEN DAYS . . . and if not entirely delighted with weight gained, return the unused supply for full refund! You've nothing to lose . . . and **weight to gain!** Act now! Stop being the guy or the gal that everyone calls "skinny." Stop being the guy or the gal who dreads summer and going to parties and socials because it means everyone will enjoy themselves and you won't. Don't be a wall-flower, because you have a figure like a broomstick! **Gain more weight!**

10-DAY SUPPLY ONLY $1.

The 4-way MORE-WATE tablets are **unconditionally guaranteed** to put on weight . . . or it doesn't cost you a penny! MORE-WATE is a **delicious,** full strength, 4-way tablet . . . that combines not just one . . . or two . . . but 4 of the most amazing aids for **gaining weight** known to medical science. MORE-WATE is not a liquid . . . not a powder. It's delicious, **pleasant-tasting tablet!** It contains vitamin **B-12** . . . the **amazing red vitamin doctors** give many **underweight patients in hospitals** . . . It contains Iron that helps correct iron deficiency, anemia and builds rich, red blood. It contains appetite-building vitamin B-1 . . . and it contains nutritious easily assimilated malt, the amazing ingredient that helps your body turn much of the food you eat into **well rounded flesh** instead of being wasted. **That's the secret of putting on weight.** Now you can help your food to **add new pounds** to your **arms, chest, hips, thighs,** and **legs.** Now you don't have to be skinny . . . or afraid to be seen socially and be ashamed of your figure! **You must achieve the figure you want . . .** or **don't pay anything.** Act now!

Not one child yet has failed to go for and ask for more MORE-WATE tablets! Stop worrying about children not eating enough, give them MORE-WATE tablets—it stimulates their appetite . . . they eat it like candy!

SENSATIONAL 10-DAY TEST!

Mail the coupon now! Test the amazing MORE-WATE tablet plan for 10 days at our expense. If after 10 days your friends, your mirror and your scale do not tell you that you have gained weight and look better you pay nothing!

MAIL THIS NO RISK TRIAL COUPON NOW!

MORE-WATE CO., Dept. M95
318 Market Street, Newark, N. J..
Just mail us your name and address, and $1.00 cash, check or money order. You will receive a 10 day supply of MORE-WATE tablets and plan, postage prepaid,

☐ Send me 30 day supply plus an extra 10 day supply (that's a 40 day supply) for $2.98. I understand that if I am not delighted with MORE-WATE tablets and plan, I can return the 30 day supply in 10 days for full purchase price refund, and keep the 10 day supply without charge.

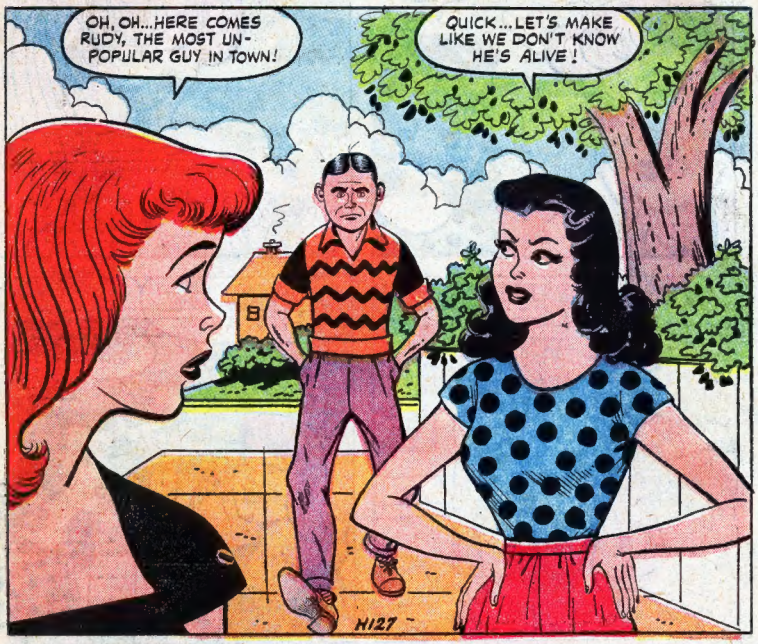
NAME _____ ADDRESS _____

CITY _____ STATE _____

SENT ON APPROVAL—MAKE AMAZING 10-DAY TEST

PATSY AND HEDY is published Monthly by Gem Publications, Inc. OFFICE OF PUBLICATION: 655 MADISON AVENUE, NEW YORK, N. Y. SECOND-CLASS MAIL PRIVILEGES AUTHORIZED AT NEW YORK, N. Y. Additional entry at Canton, Ohio. Copyright 1955 by Gem Publications, Inc., 655 Madison Avenue, New York, N. Y. Vol. 1, No. 39, November 1955 issue. Arthur Marchand, Circulation Director. Price 10c per copy. Subscription rate $1.45 for 12 issues including postage. No similarity between any of the names, characters, persons, and/or institutions appearing in this magazine with those of any living or dead person or institution is intended, and any such similarity which may exist is purely coincidental. Monroe Froehlich, Jr., Business Manager. Printed in the U.S.A.

PATSY and HEDY



THAT POOR GUY HASN'T A FRIEND IN THE WORLD... HE SURE MUST BE LONELY!
SURE... BUT HE BROUGHT IT ALL ON HIMSELF!
I KNOW! HE JUST DOESN'T KNOW HOW TO BE FRIENDLY! HE INSULTED EVERY-ONE HE MET AND NOW NO ONE WILL HAVE ANYTHING TO DO WITH HIM!
WELL, I HOPE YOU WON'T BE INSULTED TOO MUCH, PATSY DEAR, BUT I THINK BUZZIE'S GOING TO ASK ME TO NEXT WEEK'S DANCE!
MY MY... WHAT A LOVELY THREESOME WE'LL MAKE, HEDY DEAR!
OH, YOU SURE GOT YOUR CLAWS ON HIM EARLY THIS TIME, DIDN'T YOU?
EARLY? YOU MEAN YOU'RE LATE! YOU'LL HAVE A ROUGH TIME GETTING A DATE NOW!
HA! I CAN GET A DATE ANY-TIME I PLEASE!
YOU COULD TRY RUDY... HE'S ALWAYS AVAILABLE... AND YOUR PERSONALITIES WILL MATCH PERFECTLY!
2

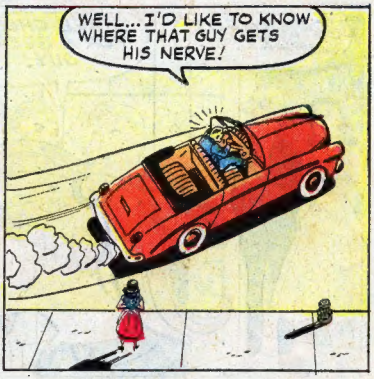
THAT INSECT! SHE'D JUST LOVE TO SEE ME WITH RUDY... THE MOST UNPOPULAR GUY IN TOWN WHILE SHE'S WITH BUZZ... THE MOST POPULAR!
HMMMM! IF BUZZ BECAME VERY UNPOPULAR, PATSY'D DROP HIM LIKE A HOT TAMALE... AND I'VE GOT AN IDEA!
AND NOW'S A GOOD TIME TO START...
HI, TUBS!
HI, HED!
HEY... WHAT GIVES?
HMMMMMM!
I JUST WANTED TO SEE WHAT BUZZ MEANT WHEN HE SAID THAT YOU WERE A BIG FAT SLOB!!
OH, HE DID, DID HE!?
AND TO THINK YOU CONSIDERED HIM YOUR FRIEND... TSK! TSK!
3

HI, NANCY!
HELLO, HEDY!
HMMMMMM!
WELL... I CERTAINLY THINK HE'S ALL WRONG!!
WHO? WHY? WHAT?
BUZZ!! HE SAID YOU PUT MAKE-UP ON IN THE SAME MANNER THAT A PLASTERER FINISHES A WALL!
WELL... WE'LL JUST SEE ABOUT THAT!
HI, HEDY... CAN I GIVE YOU A LIFT?

OH, I'D LOVE TO, RONNIE... BUT I'M AFRAID!!
AFRAID? HEDY, YOU KNOW ME BETTER'N THAT!
HARDWARE

OH... IT'S NOT YOU I'M AFRAID OF... IT'S YOUR CAR!
WHAT!!?

BUZZ SAID THAT IT'S SUICIDE TO RIDE IN YOUR OLD HEAP!


WELL... I'D LIKE TO KNOW WHERE THAT GUY GETS HIS NERVE!

HA! HA! ANOTHER FRIEND BITES THE DUST! BY THE TIME THE DANCE ROLLS AROUND, BUZZ WILL BE TREATED LIKE RUDY, AND PATSY'LL DIE A MILLION TIMES THAT EVENING!

ULP! I JUST REMEMBERED! I WON'T BE THERE TO ENJOY IT! I HAVEN'T GOT A DATE!
DUH... HI, HEDY!

CREEPY CROSBY!
YUP! AND AS OF NOW... YOU (DUH!) GOT A DATE! HAWR! HAWR!
THE NIGHT OF THE DANCE...
HEY, WHAT'S GOIN' ON?
FOR HE'S A JOLLY GOOD FELLOW!
HOORAY FOR BUZZ!
THREE CHEERS FOR A GREAT GUY!
GOLLY... I'M SURE PROUD OF YOU, BUZZ...
PSST... WHAT'S THIS ABOUT, FELLA?
HEDY... DON'T YOU RECOGNIZE ME?
WHA... TUBS... BUT YOU LOOK SO NICE...
SURE... AND I OWE IT ALL TO BUZZ! HE MADE ME REALIZE WHAT A FAT SLOB I WAS BECOMING... SO I WENT ON A STRICT DIET... LOST 8 POUNDS ALREADY!
6

C'MON, BEAUTIFUL...LET'S DANCE!

HEDY... I WENT TO THE BEAUTY SHOP AND FOUND OUT BUZZ WAS RIGHT ABOUT THE WAY I USE MAKE-UP...NOW I LOOK AND FEEL MUCH BETTER!

I OWE MY LIFE TO BUZZ! AFTER YOU TOLD ME WHAT HE SAID, I TOOK MY CAR TO A SERVICE STATION FOR A CHECKUP AND I FOUND THAT THE STEERING MECHANISM WAS JUST ABOUT SHOT...I COULD'VE HAD A BAD ACCIDENT!

OH...THIS HAS BACKFIRED TERRIBLY... NOTHING COULD MAKE ME FEEL WORSE NOW!

(DUH!) HEDY!

CORRECTION! THERE IS SOMETHING... AND I'M STUCK WITH IT ALL EVENING! OHHH!

THE END

HAVE YOU MET MISS BLISS YET? DO IT TODAY... SHE'S AMERICA'S LOVELIEST, LAUGHINGEST SCHOOL TEACHER!

TROUBLE-MAKER

JUDY KING broke the bad news to the gang as they settled into their usual places at Redley's Soda Shop.

"Gosh NO!" wailed Biff. "You mean that's the end of our Friday night disc hops?"

"You can't mean it!" said Debby Baker, her mouth wide open in surprise.

"But why?" asked Art Sander.

"I don't exactly see the reason myself!" said Judy tearfully. "All I know is that Mother has suddenly got it into her head that we can't meet at our house any more. She says people our age should be less fascinated with bebop and the latest records, and more interested in things of 'importance,' whatever she means by that! I don't know what's happened to her!"

"Too bad!" sighed Debby. "We've all gotten used to looking forward to Friday nights at your house. I don't see where else we could meet. The rest of us live in small apartments, and you have that swell big finished basement and large backyard!"

"What's so strange," remarked Nancy, "is that your mother's always been such a good sport about it. I can't recall one time when she hasn't made us feel more than welcome."

"That's right!" agreed Debby. "It doesn't seem like her to go suddenly to this opposite extreme. What brought about the change, Judy?"

"I don't know!" shrugged Judy perplexed. "I can't see what's behind it! All I know is she kept telling me I should become a more serious type, like the girl on the corner, Edna Marles. Suddenly she thinks Edna is so wonderful. That's all I hear about! She's president of the Nature Club, she takes long hikes, is expert at embroidering pillow covers, never wears make-up or goes out with boys . . . very sensible for her age. Mother seems to think that Edna's pastimes are far superior to doing the mambo with Biff!"

"All that talk about Edna makes me suspicious!" said Debby. "You know, I've heard Edna Marles is a trouble-maker, and she might somehow be behind all this."

"But how could she be?" asked Judy. "Edna has no power over Mom."

"No, she hasn't, but her mother has! And everyone knows how Mrs. Marles coddles Edna's every whim! Isn't your mother an active member of the Shardley's Ladies' Club?"

"Yes," said Judy.

"And isn't Mrs. Marles chairman of that club?"

"Yes, that's true!"

"Well, I know this much," went on Debby. "Edna's done a lot of gossiping around school that proves she's jealous of you and Biff, and the rest of us. It's probably because she can't bear to see others having a good time when she never has a date of her own. She's so envious she may have nagged her mother into launching this 'stop-the-fun movement' in the Ladies' Club."

"There's a way of finding out about that," said Nancy. "My mother's a member too, and I'm calling her right now to ask what happened at the last meeting!"

A few moments later Nancy returned from the phone booth with the news. "I think Deb's right! At the last meeting Mrs. Marles gave a serious talk on 'The Frivolity of the Younger Generation,' and hinted that parties like ours were a blot on the neighborhood, and that types like her daughter were Shardley's only shining hope. Mom says Judy's mother seemed quite upset and volunteered to put an end to the disc hops!"

"So that's it!" exclaimed Judy.

"And I know just the way to fix it!" cried Biff. "Judy, first of all you've got to hold one more party, somehow. Then I'll get Elmer Tandy. He's in my geometry class, and we're on pretty good terms. I'll persuade him to call Edna and ask her out Friday night, as a favor to me. Then he's to take her to your house. She'll be so happy to be included, that she'll come skipping. Make sure your mother's home, Judy, and when she sees Edna Marles in the thick of the 'frivolity' with a boy

CONTINUED BEFORE LAST STORY

PIMPLES

dry up in 3 days

OR YOUR MONEY BACK!

At last science has discovered a fast, harmless way to clear your skin of those horrible pimples, blackheads and acne spots. This is an entirely new, greaseless cream that contains powerful A and D vitamins. It works fast by drying out the superfluous skin oils pimples feed on...at the same time counteracts by antiseptic action, the growth of bacteria that cause and spread ugly skin blemishes.

IMPROVE YOUR APPEARANCE WITH FIRST APPLICATION

You look better the minute you apply wonder-working CLEAR-X, because its amazing skin color hides the blemishes while its medicinal action gets to work clearing them up fast. You don't risk a penny. Get CLEAR-X by sending in the coupon now, use it for 3 days, and if your skin troubles are not definitely improved, you pay nothing.

LOVE CAN BE YOURS AGAIN!

You can't blame him (or her) for not wanting to kiss you if your skin is oily, defaced with ugly pimples, blackheads and acne spots. Give yourself a break! CLEAR-X will clear your skin like magic!

READER'S DIGEST
reports amazing results from the CLEAR-X type of treatment. Experiments by a great medical college on 100 men, women and young people showed improvements in every case.

FREE IF YOU ACT NOW!

A $3.00 jar of CLEAR-X medicated soap to help CLEAR-X work even faster with double action. That's a $6.00 value for just $2.98.

MAIL COUPON NOW and be happy

CLEAR-X Products, Dept. 84
270 Park Avenue, New York, N. Y.

Send me at once the marvelous new CLEAR-X formulation as per your money-back guarantee.

☐ I enclose $2.98. Send postpaid. (I save .55 mail charges.)
☐ Send C.O.D., I'll pay postman $2.98 plus C.O.D. charges.

NAME _____

ADDRESS _____

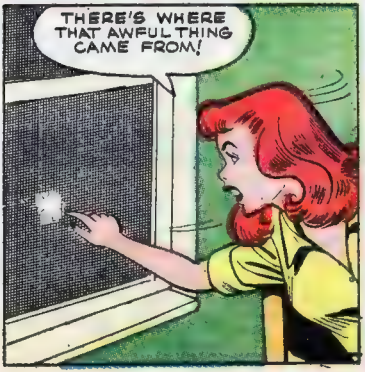
CITY _____ ZONE _____ STATE _____

☐ I enclose $6. Rush triple size. (I save $3).

Foreign and APO's—No COD's

The WALKERS

EEK!
BZZZZZZ
H129


THERE'S WHERE THAT AWFUL THING CAME FROM!

I ALWAYS FIX IT WITH CELLOPHANE TAPE... I GUESS LAST NIGHT'S RAIN WASHED IT OFF!

WHAT A SILLY WAY TO PATCH A HOLE IN A SCREEN... NO WONDER THE BUGS ARE EATING US UP!
AW... HOW MUCH CAN A BUG EAT, POP!
IF YOU WANT THINGS LIKE THIS DONE RIGHT, YOU SHOULD ASK ME!
I DID... FIVE YEARS AGO!
NOW EXCUSE ME WHILE I TAPE IT AGAIN!
NO... I'LL TAKE CARE OF IT PROPERLY!
FIRST I'VE GOT TO TAKE IT DOWN!
CAN I HELP, DADDY?
SURE, PATSY! RUN OVER TO THE HARDWARE STORE AND GET A SCREEN PATCH!
WOW! FIFTY CENTS FOR THIS MEASLY LITTLE PATCH!

DADDY... IS THIS...
WHAT?... HEY!
... BIG ENOUGH?
WELL... BACK TO THE HARDWARE STORE!
CRASH!
OH, NO! NO! NO! NO! NO! NO! NO! NO! NO!
FRIENDS, ARE YOU TIRED OF YOUR OLD BEAT-UP STORM WINDOWS AND SCREENS?... ARE YOU SICK OF THE HARD WORK, COSTLY REPAIRS AND SHODDY APPEARANCE THAT GOES WITH 'EM?... HMMMM??!

JUST CALL PU-1212 AND WE'LL INSTALL BRAND-NEW ALUMINUM WINDOWS AND SCREENS FOR THE LOW LOW LOW PRICE THIS WEEK ONLY OF $ 1.98! HURRY! SUPPLIES ARE LIMITED! ONLY THREE THOUSAND TO EACH CUSTOMER!
HOW SOON CAN YOU SEND SOMEONE OVER!
HI... I'M HERE!
WHAT TOOK YOU SO LONG? ANYWAY, ALL I WANT IS ONE WINDOW AND...
FRIEND, HOW CAN YOU RESIST PUTTING 'EM ON ALL YOUR WINDOWS AT THIS PRICE?
BESIDES, FOR EVERY SET OF THIRTY COMBINATION WINDOWS YOU BUY, WE GIVE YOU ABSOLUTELY FREE... YES, I SAID FREE... A BEAUTIFUL HAND-ENGRAVED DOOR KNOCKER!
WOW!
SAMPLE
BUT CONFIDENTIALLY, PAL, THESE $ 1.98 WINDOWS ARE PRETTY BAD... HOWEVER, IN MY TRUCK I HAVE A SET WHICH MY BOSS DOESN'T KNOW I GOT AND WHICH I SHALL BE GLAD TO LET YOU HAVE AT A FRACTION OF THEIR TRUE VALUE ...THIS IS A STEAL, PAL... I'M SURE A CLEVER YOUNG FELLOW LIKE YOU WON'T PASS IT UP!
STEAL?
CLEVER?
YOUNG?
I'LL TAKE 'EM!
3 YEARS TO PAY... PENNIES A DAY... LESS THAN THE DAILY COST OF TOBACCO!

OKAY, CHUM... THEY'RE ALL UP!
WHAT? 30 WINDOWS UP SO QUICK? WHY I'M JUST BARELY FINISHING READING THIS CONTRACT I SIGNED!
YIPE! $32.50 A MONTH! YOU SAID IT'D BE LESS THAN I SPEND ON TOBACCO!
I ASSUMED YOU WERE A HEAVY SMOKER... S'LONG, PAL!
CONTRACT
DADDY, THIS IS THE BIGGEST PIECE OF SCREEN PATCHING I COULD GET... YOU OWE ME THREE DOLLARS!
GO!
HOW DID ALL THOSE NEW SCREENS GET ON OUR HOUSE?
ER... LET'S DISCUSS IT AFTER SUPPER, DEAR!
WE'LL JUST HAVE A DELIGHTFUL DINN... ULP!
PLUNK!
LOOK! A TEAR IN THE SCREEN!
WAIT... I'LL GET MY CELLOPHANE TAPE!
THIS IS WHERE I CAME IN!
THIS IS WHERE I PASS OUT!
OHHHH

ATLAS FOR THE BEST IN TEEN TALES LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

"Hollywood Bride" WALKING DOLL

UNBREAKABLE PLASTIC

Including a Gorgeous Trousseau of **7 COMPLETE OUTFITS**

BUY DIRECT and SAVE!

Regularly $10.95 value

$5.95

Cool and Sexy

Sheer Nightgown

Plastic Formal

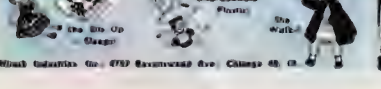
Afternoon Dress

Hollywood Bride Has Everything!

- SITS—STANDS—SLEEPS • HEAD TURNS • UNBREAKABLE
- WASHABLE FROM HEAD TO TOE • GUARANTEED MECHANISM

She's really 7 dolls in 1! She's dressed in an exquisite wedding gown of shimmering rayon satin—and has a complete trousseau suitable for any "dress-up" occasion. You can change her costume, wash and wave her hair in any style. She turns her head as she walks. Unbreakable, washable plastic body. Sparkling "go-to-sleep" eyes. She sits up and stands. Has jointed knees, dimpled 18 in. high. You get all 7 outfits and the bride doll in one attractive box.

MAGIC SARAN HAIR



MONEY BACK GUARANTEE

... Dept. HB-3

Please send glamorous Hollywood Bride doll and ... outfits @ $5.95 plus C.O.D. charges. Also additional dress ensembles ... unit specified.

NAME _____

ADDRESS _____ (please print)

CITY _____ ZONE _____ STATE _____

☐ To save postage, I enclose $5.95—ship prepaid.

☐ I enclose $1.00 deposit—will pay balance C.O.D. plus postage.

(In Canada $7.95.) Hirsch, 853 Kingston Road, Toronto 8.

... Hirsch Industries Inc. 4752 Ravenswood Ave. Chicago 40, Ill.

A PATSY WALKER EXTRA!
MAN, I SURE WISH I DIDN'T HAVE A DATE WITH PATSY TONIGHT!
I JUST KNEW HE'D FIND OUT SOMEDAY WHAT A CREEP PATSY IS!
AT LAST BUZZ WILL BE MINE!
OH...HI, BUZZ... PATSY!
HI, HEDY!
'BYE!
BUZZ IS TRYING TO BREAK THE SAD NEWS TO HER GENTLY!
HA! IF SHE HAD ANY BRAINS AT ALL SHE'D REALIZE THAT SHE'S THRU!!
I DIDN'T REALIZE I WAS BROKE WHEN I MADE TONIGHT'S DATE... I'M SORRY, DOLL...
I'M NOT COMPLAININ' AM I? (SIGH!)

WANTED:

100,000 OVERWEIGHT WOMEN

WHO WANT TO LOSE 5 TO 12 POUNDS IN 2 WEEKS Without Eating Less!

WITHOUT DANGEROUS DRUGS, TIRESOME EXERCISE, WEAKENING STEAM BATHS, DRASTIC MASSAGE!

*At last a SAFE way to reduce that really works! It's the easy way, the lazy way, the speedy way . . . and it only costs a few pennies a day! Here are the amazing but true facts. Do this for two short weeks and we, *guarantee* you'll lose pounds every day, feel better, look younger, be able to wear the slender new styles: (1) select delicious low-calorie foods and beverages from the 5500 we tell you about, (2) rely on a new appetite-appeasing wafer to help your will power, (3) replace energy lost while reducing with a concentrated capsule containing 22 vitamins and minerals. That's all there is to it! And you get all four in one big kit for one low price! Here's what you get:*

1. You get the famous Hollywood Reducing and Beauty Course which you'll agree alone is worth many times the cost of this special combination offer! Thousands of women have gladly paid $25.00 for it as a personalized mail-order course! Now it has been improved and enlarged! This extraordinary course lets you in on the secrets which have proved so successful with stars of stage, screen and television . . . as well as smart women everywhere! It's not just a book, it's a series of heart-to-heart talks with an expert who knows your overweight problems intrigately and who can help you solve them!

Each day of each week you'll know exactly what to do, what not to do, what to eat, what not to eat! There's no margin for error . . . all guesswork is eliminated. Profusely illustrated, you'll see how to have a more beautiful mid-riff, bust-line, slender hips, thighs, arms and legs . . . how to improve your posture with scores of other tips on how to beautify your figure! It also gives you the most amazing list of foods and beverages—5,500 of them . . . keeps you on the road to slenderness because it gives you all the "red" and "green" lights to observe in your daily eating habits. *It will convince you—as it has so many others—that non-fattening foods are just as delicious and often as satisfying as fattening ones!*

2. You get one of the most successful ready reference guides ever produced in the United States! Millions of copies have been sold! Letters reporting weight losses have poured in from every state in the union! *Doctors everywhere have bought and recommended it for their obese patients!* This amazingly handy calorie score-board—fits pocket or purse—tells you at a glance how to eat like a gourmet and take off weight with every tick of the clock!

It tells you your calorie needs . . . is a handy guide to consult when you eat out . . . is a constant check-list to keep in your kitchen to guide you in meal planning! With this priceless complete little book, you'll find meal preparation is SIMPLIFIED because you can reduce without denying your family the foods they often like and need. You'll find this calorie check-list easy to use! You'll be amazed at the large number of delicious LOW-CALORIE foods and beverages available. Constantly at your fingertips — this gold mine of important information gives you new menu ideas, helps you plan more interesting meals with far greater variety!

IT'S NOT HOW MUCH YOU EAT BUT WHAT YOU EAT THAT MAKES YOU FAT OR THIN!

It's not how MUCH you eat that makes you fat but WHAT you eat. You can eat a meal that contains the same amount of food—AND STILL LOSE WEIGHT! IF you KNOW EXACTLY WHAT TO EAT AND WHAT NOT TO EAT! This you'll find is one of the many important features of the Hollywood Reducing Course! Now to enjoy the hundreds of NON-FATTENING FOODS AND BEVERAGES . . . how to reach for tomato juice that contains 25 calories instead of a malted milk with ice cream that contains 500 calories! You'll even learn how to substitute your dessert for fattening beverages—you'll regret for a mere actions containing only 75 calories instead of 3 containing 300!

3. You get 90 delicious candy-like BON-ETTE Appetite-Reducing Wafers! These wonderful tasting wafers help satisfy your craving for fattening, high-calorie foods and snacks! You just suck on one of these delicious sweets every time you're tempted to go overboard. Quickly your craving will be appeased. We guarantee you'll love these *marvelous appetite chasers!* that do so much to help take the place of will power!

You can eat low-calorie meals yet spoil it all by eating fattening between-meal snacks! You may not even be conscious of the fact that you are eating—it becomes an automatic reflex action! During one television show you may take in as many as 2000 calories! Then you wonder why you don't lose weight! Delicious Bon-Ette Wafers help put a stop to this —without too much self denial, without straining your will-power, without feeling too hungry! They make it possible for you to really ENJOY the thousands of LOW-CALORIE foods you never dreamed tasted so good!

4. You get a liberal 30-day supply of Vita-Mineral capsules in this all-in-one kit! Several leading products claim to be loaded with vitamins but actually they contain only tiny quantities of 2, 3, 4 or 5 vitamins! Not enough to keep you feeling full of pep while you are taking off those ugly pounds . . . those embarrassing bulges! *But we give you 22 wholesome vitamins and minerals to help make you feel better . . . concentrated into one easy-to-take capsule! Remember, you may need extra vitamins and minerals while you are reducing! Then, many other times! While you will receive a long list of vitamin-rich foods in this complete package — you will feel every much better, if you have a satisfying capsule like this to at get you DAILY REQUIREMENTS.* Just compare this formula with anything else you've ever tried.

It's not how MUCH you eat that makes you fat but WHAT you eat. You can eat a meal that contains the same amount of food—AND STILL LOSE WEIGHT! IF you KNOW EXACTLY WHAT TO EAT AND WHAT NOT TO EAT! This you'll find is one of the many important features of the Hollywood Reducing Course! Now to enjoy the hundreds of NON-FATTENING FOODS AND BEVERAGES . . . how to reach for tomato juice that contains 25 calories instead of a malted milk with ice cream that contains 500 calories! You'll even learn how to substitute your dessert for fattening beverages—you'll regret for a mere actions containing only 75 calories instead of 3 containing 300!

FREE GIFT if you act NOW!

There's never been as big a reducing bargain as this! But to make it an even bigger value we are giving you as an added incentive a copy of "The Truth About Reducing!" You'll read answers to the questions you've wanted answered; how to use the new wonder diet; reducing kit mail effectively; the simple reminders to follow in order to take off and keep off ugly fat; *the true-to-life story of how other people overcame their overweight problems!* Don't delay—fill out the coupon today.

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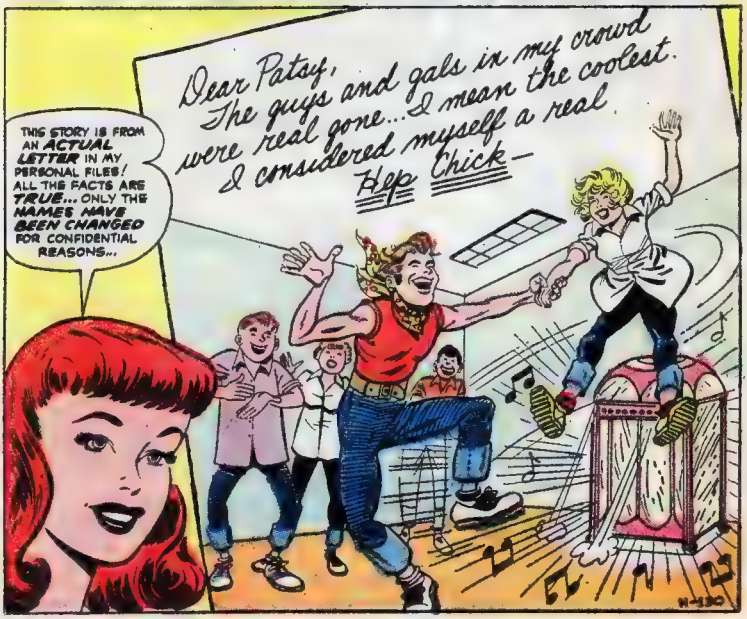
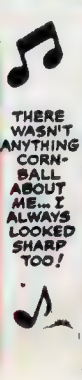
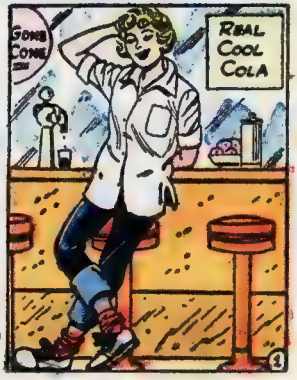
SEND NO MONEY! To prove to you that this Four-in-One Wonder Kit is a SURE and complete way to help off fat—we make the offer. Try it for 14 days. If you agree that it reduces you—that you feel better—that it is the most amazing way to lose weight you've ever heard of—then send us only $3.98 in full payment. If you don't see for yourself that the Four-in-One Wonder Kit is a SURE and complete way to help you get your figure back to slender loveliness as quickly as you've ever thought possible—if you don't feel that you are on the road to slenderness—if you don't feel that you are on the road to a new slim figure—if you don't feel that you are on the road to a new slim figure—if you don't feel that you are on the road to a new slim figure

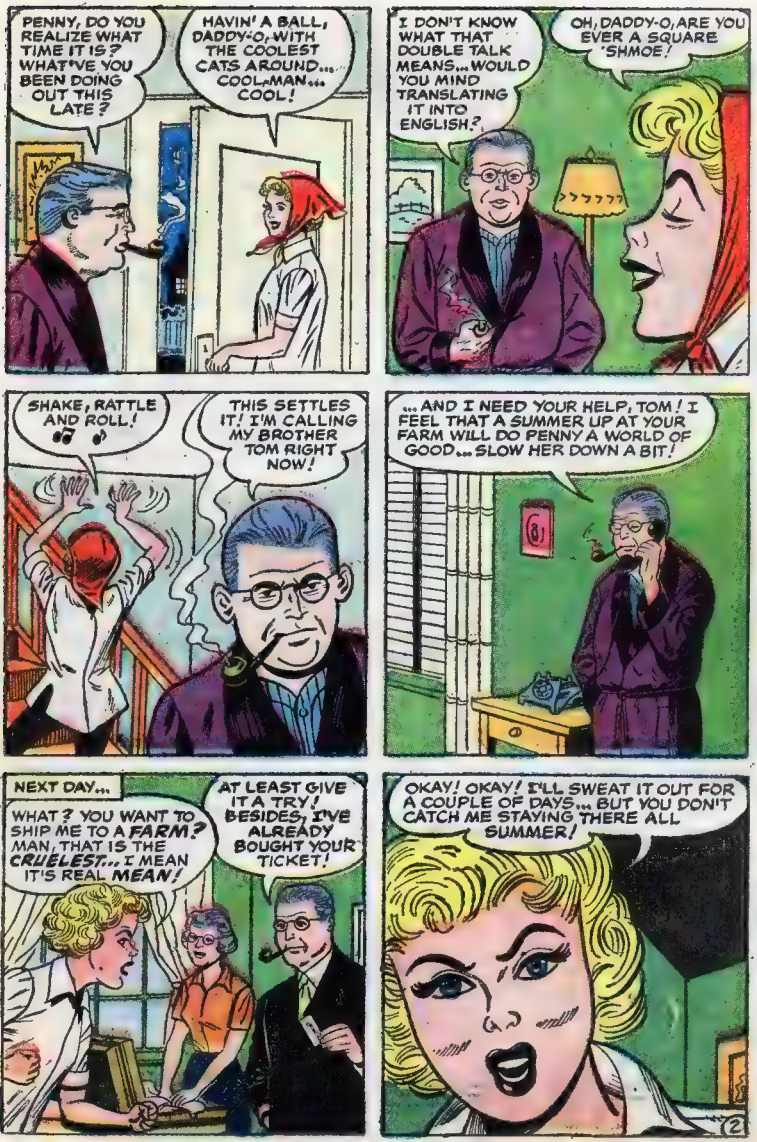
DEAR PATSY

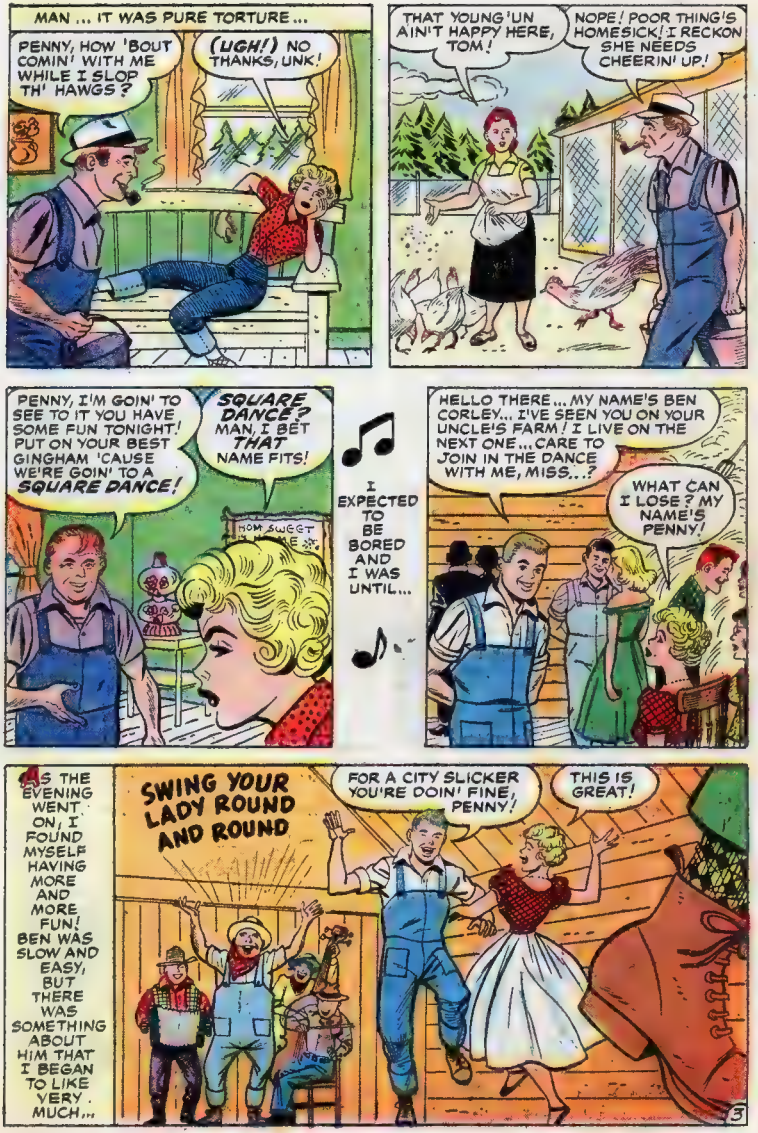

Dear Patsy,
The guys and gals in my crowd were real gone... I mean the coolest. I considered myself a real Hep Chick—
THIS STORY IS FROM AN ACTUAL LETTER IN MY PERSONAL FILES! ALL THE FACTS ARE TRUE... ONLY THE NAMES HAVE BEEN CHANGED FOR CONFIDENTIAL REASONS...

GIMME SOME SKIN, DADDY-O!
I DIG YOU THE MOST, GAL!


THERE WASN'T ANYTHING CORN-BALL ABOUT ME... I ALWAYS LOOKED SHARP TOO!


GONE
REAL COOL COLA


PENNY, DO YOU REALIZE WHAT TIME IT IS? WHAT'VE YOU BEEN DOING OUT THIS LATE?
HAVIN' A BALL, DADDY-O, WITH THE COOLEST CATS AROUND... COOL-MAN... COOL!
I DON'T KNOW WHAT THAT DOUBLE TALK MEANS... WOULD YOU MIND TRANSLATING IT INTO ENGLISH?
OH, DADDY-O, ARE YOU EVER A SQUARE 'SHMOE!
SHAKE, RATTLE AND ROLL!
THIS SETTLES IT! I'M CALLING MY BROTHER TOM RIGHT NOW!
...AND I NEED YOUR HELP, TOM! I FEEL THAT A SUMMER UP AT YOUR FARM WILL DO PENNY A WORLD OF GOOD... SLOW HER DOWN A BIT!
NEXT DAY...
WHAT? YOU WANT TO SHIP ME TO A FARM? MAN, THAT IS THE CRUELEST... I MEAN IT'S REAL MEAN!
AT LEAST GIVE IT A TRY! BESIDES, I'VE ALREADY BOUGHT YOUR TICKET!
OKAY! OKAY! I'LL SWEAT IT OUT FOR A COUPLE OF DAYS... BUT YOU DON'T CATCH ME STAYING THERE ALL SUMMER!
2


MAN ... IT WAS PURE TORTURE ...
PENNY, HOW 'BOUT COMIN' WITH ME WHILE I SLOP TH' HAWGS?
(UGH!) NO THANKS, UNK!
THAT YOUNG 'UN AIN'T HAPPY HERE, TOM!
NOPE! POOR THING'S HOMESICK! I RECKON SHE NEEDS CHEERIN' UP!
PENNY, I'M GOIN' TO SEE TO IT YOU HAVE SOME FUN TONIGHT! PUT ON YOUR BEST GINGHAM 'CAUSE WE'RE GOIN' TO A SQUARE DANCE!
SQUARE DANCE? MAN, I BET THAT NAME FITS!
I EXPECTED TO BE BORED AND I WAS UNTIL...
HELLO THERE ... MY NAME'S BEN CORLEY.. I'VE SEEN YOU ON YOUR UNCLE'S FARM / I LIVE ON THE NEXT ONE ... CARE TO JOIN IN THE DANCE WITH ME, MISS...?
WHAT CAN I LOSE? MY NAME'S PENNY!
AS THE EVENING WENT ON, I FOUND MYSELF HAVING MORE AND MORE FUN! BEN WAS SLOW AND EASY, BUT THERE WAS SOMETHING ABOUT HIM THAT I BEGAN TO LIKE VERY MUCH...
SWING YOUR LADY ROUND AND ROUND
FOR A CITY SLICKER YOU'RE DOIN' FINE, PENNY!
THIS IS GREAT!
3

I MET BEN'S FRIENDS AND WE ALL HAD A GREAT TIME HIKING, SWIMMING, RIDING AND SO ON! THE SUMMER JUST SEEMED TO WHIZ BY...

GOLLY, BEN... I'LL BE GOING HOME NEXT WEEK... WILL YOU M-MISS ME?

NOPE!

I WON'T HAVE A CHANCE TO MISS YOU! I'M GOING TO START COLLEGE IN THE CITY THIS FALL SO I GUESS WE'LL BE SEEING EACH OTHER!

OH, BEN!

SEVERAL MONTHS LATER...

PENNY HAS CERTAINLY SETTLED DOWN!

YES... BEN IS SUCH A NICE *SENSIBLE* BOY!

G'NIGHT, FOLKS! WE'LL BE BACK BEFORE TWELVE!

I'm glad the way it all turned out—There's nothing wrong with being a Hep Chick as long as you don't get carried away by all that Bop Stuff.

Love, Penny

I DO HOPE YOU ENJOYED PENNY'S STORY AS MUCH AS I DID WHEN I RECEIVED HER LETTER! HAVE YOU GOT A STORY TO TELL? PLEASE WRITE ME AND PERHAPS WE CAN ILLUSTRATE IT HERE! WRITE TO: PATSY WALKER 655 MADISON AVE. N.Y. 21, N.Y.

4

DELLA VISION
IS NOW
PATTY POWERS
LOVELIER
MORE ROMANTIC
MORE GLAMOROUS
THAN EVER!

..CONTINUED

friend of her own . . . just see what happens!"

"Oh, Biff," cried Judy, "it's perfect! That is, if it works."

That evening, while Judy was helping with the dishes, she spoke to her mother.

"Mom, I saw the gang today, and told them about your decision to stop our disc dances. Needless to say, they were very disappointed."

"I'm sorry, Judy," said Mrs. King, "but I've already given you my opinion in the matter, and consider the subject closed. I've told you to think less about dancing and boys and become more serious. Take Edna, as I've said, she doesn't seem to require a swarm of boys to keep her content!"

"But, Mom," wailed Judy, "don't you see that's only because she's such a square that no boy cares to date her? Why, if she had a date, she'd jump in a minute!"

"You're wrong," answered Mrs. King. "It's just that she's a sensible girl who sets a fine example that you would do well to follow!"

"That sounds like it came right out of someone's platform speech!" growled Judy.

"Hmph, maybe it does, but there's truth to it nevertheless. Do you know that in addition to Edna's Nature Club activity, and embroidery work, she's going to take up home-canning? Now, aren't *those* accomplishments to be proud of?"

"Yes, but I'm afraid she won't have much time left for her long hikes," Judy remarked.

"Now don't be facetious!"

"All right, Mom," said Judy, "but do me this one favor. Please let us hold one more party this Friday as a sort of grand finale?"

"Well, all right," said Mrs. King grudgingly, "but that will have to be the last one!"

Friday night rolled around, and the girls were anxiously putting finishing touches to the party preparations. As usual, everyone had chipped in for the refreshments, and each was doing a share of the work.

"Do you think Biff's plan will work, Judy?" asked Deb anxiously.

"All I know is that he called an hour ago saying everything is all set," answered Judy, arranging the sandwiches around

a large platter. "If it doesn't work, my mother will never change her mind," added Judy gloomily. "Once she gets an idea, she sticks to it."

At that moment the bell rang. It was the boys, toting soda pop and record albums.

"Hi, gals," called Biff. "Everyone here?"

"We're all here now," said Judy, "except our guest of honor."

"Well, it's still early. Where's your mother anyway?" Biff wanted to know.

"Mom's upstairs sewing. She'll be down soon," answered Judy.

"That's all I want to know!" exclaimed Biff. "C'mon, kids, let's dance!" So saying, he slid a record on the player and took Judy in his arms. A moment later, the doorbell rang again. Judy went to the door and opened it. There before her were the beaming faces of Edna Marles and Elmer Tandy.

"Do come in!" said Judy. "I was afraid you might not make it!"

Elmer persuaded Edna to dance, and though she wasn't very graceful, it can be said that she threw herself completely into the effort. It was at this point that Mrs. King came downstairs, her eyes wide with surprise. At a high sign from Biff, Elmer began to do a mambo with Edna, who seemed to be enjoying herself.

"Is that Edna Marles?" asked Mrs. King, her voice shocked.

Edna, surprised and embarrassed, tried to answer. "Er . . . uh . . . yes, it's me. I guess you didn't recognize me in the new permanent I'm wearing!"

"Well I never!" exclaimed Mrs. King, running to the telephone in a tizzy. In a moment she had Mrs. Marles on the wire and was saying, "You may not know it, but your daughter is at Judy's party, and behaving disgracefully! You'd better come and get her! 'Sensible' indeed! Why, Judy and her friends are far more well-mannered. What's more, they are going to continue to have their parties from now on without any interference from busybodies! And don't think the Ladies' Club won't hear all about it."

"Oh, Biff, you're a genius!" exclaimed Judy.

"Not a genius . . . just exceptionally bright!" he laughed as he tossed on another mambo record.

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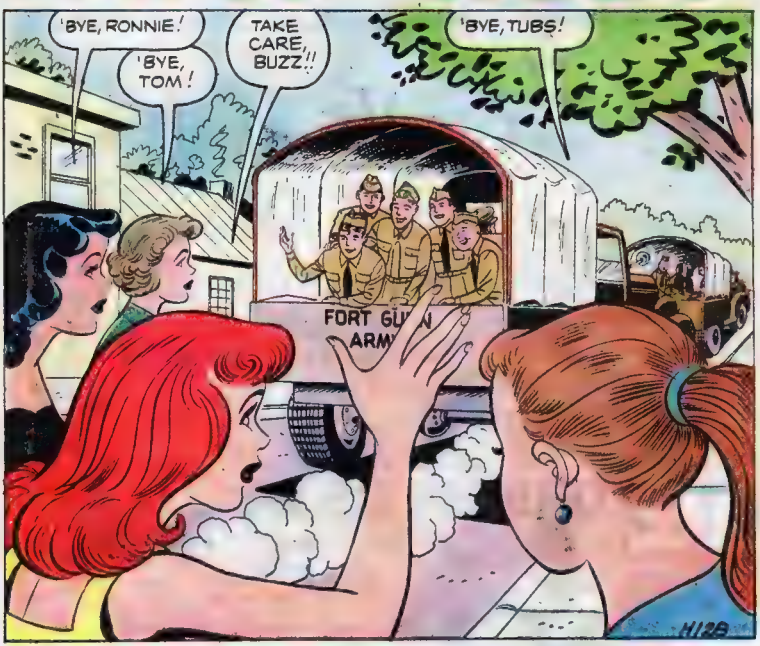
PATSY and HEDY



IT'LL PROBABLY BE NICE AND RESTFUL HERE WITHOUT ALL THOSE NOISY BOYS!
SURE... WE CAN HAVE LOTS OF FUN WITHOUT 'EM!
RECRUITING CENTER
WE'LL HAVE COOK-OUTS!
PAJAMA PARTIES!
SEWING BEES!
RECORD SESSIONS!
BOY... WILL WE HAVE FUN!
LET'S GO DOWN TO THE SODA FOUNTAIN AND DROWN OUR SORROWS!
HEY... WHAT'S THIS?
RECRUITING CENTER
NOTICE
CIVILIAN JOB AS CANTEEN HOSTESS AT FORT GUNN APPLY WITHIN
UNCLE SAM Wants You

THAT'S WHERE THE BOYS WILL BE AND THAT'S FOR ME!
WHAT... WHAT ABOUT US?
DO I BORE YOU WITH MY PROBLEMS!
JUST A MINUTE, BEANBRAIN... WE'LL CHOOSE FOR THIS JOB THE FAIR WAY!
I WIN... I'VE GOT THE PAPER WITH THE X ON IT!
JUST SIGN THIS APPLICATION, MISS!
LUCKY GAL... SHE'LL GET TO SEE BUZZ EVERY DAY!
WE ONLY HAVE ONE JOB OPEN AS CANTEEN HOSTESS, BUT WE DO HAVE SOME OTHERS THAT MAY INTEREST SOME OF YOU!
ARMY
WE HAVE OPENINGS FOR PART-TIME OFFICE HELP! WE NEED FILE CLERKS, AND TYPISTS! THE HOURS ARE TWELVE TO FOUR AND TRANSPORTATION WILL BE PROVIDED FREE OF CHARGE TO AND FROM CAMP!
COUNT ME IN!
ME TOO!
I'LL TAKE IT!
U.S. AIR
3

CONTINUED AFTER NEXT PAGE...

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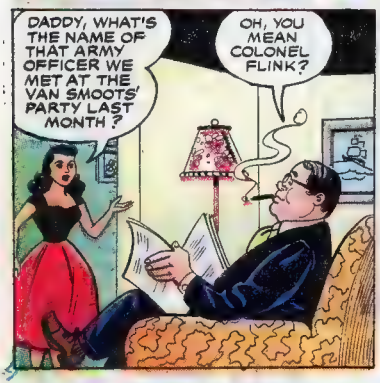
Name _____

Street _____

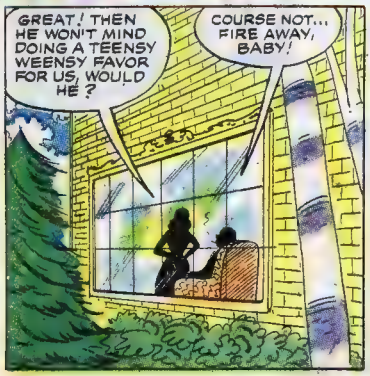
City _____ State _____

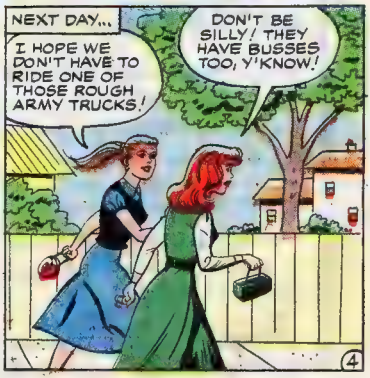
COUNT ME OUT!! I'M NOT GOING TO SPEND MY TIME IN A DULL OFFICE JOB!

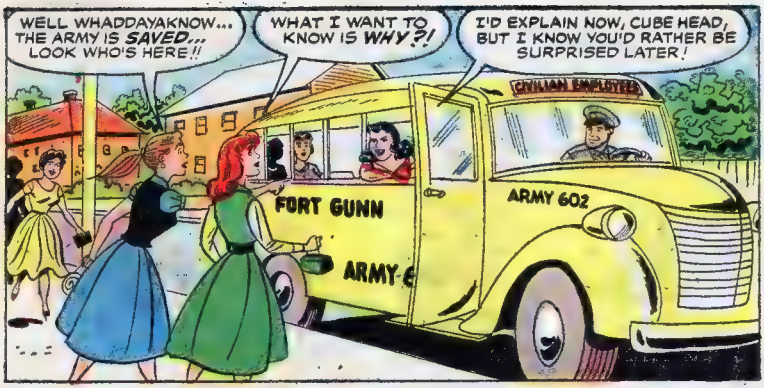
WELL, THIS IS SURE A TOUGH BREAK FOR THE ARMY... I DON'T KNOW IF THEY CAN GO ON WITHOUT YOU, HEDY DEAR!
WHY YOU...YOU!
HA! HA! HA! HA!
ENLIST IN THE ARMY

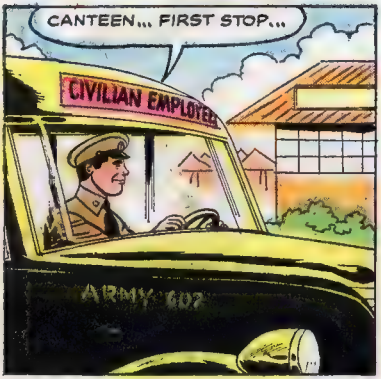

DADDY, WHAT'S THE NAME OF THAT ARMY OFFICER WE MET AT THE VAN SMOOTS' PARTY LAST MONTH?
OH, YOU MEAN COLONEL FLINK?

YES... YOU WERE VERY CHUMMY WITH HIM THAT NIGHT!
SURE... I PROMISED HIM A JOB WHEN HE LEAVES THE SERVICE!


GREAT! THEN HE WON'T MIND DOING A TEENSY WEENSY FAVOR FOR US, WOULD HE?
COURSE NOT... FIRE AWAY, BABY!

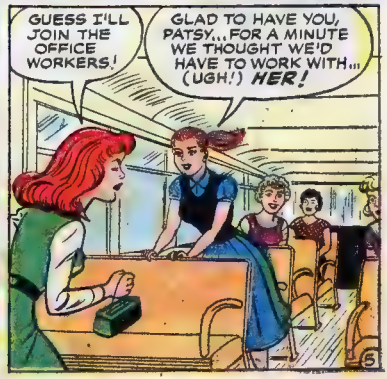

NEXT DAY...
I HOPE WE DON'T HAVE TO RIDE ONE OF THOSE ROUGH ARMY TRUCKS!
DON'T BE SILLY! THEY HAVE BUSSES TOO, Y'KNOW!

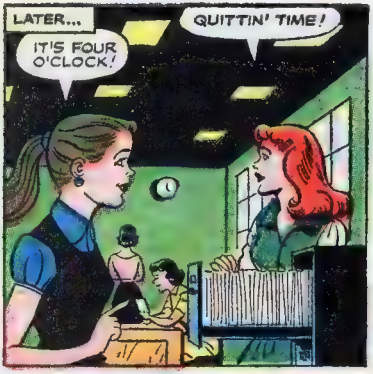

WELL WHADDAYAKNOW... THE ARMY IS SAVED... LOOK WHO'S HERE!!
WHAT I WANT TO KNOW IS WHY?!
I'D EXPLAIN NOW, CUBE HEAD, BUT I KNOW YOU'D RATHER BE SURPRISED LATER!
CIVILIAN EMPLOYEES
FORT GUNN
ARMY 602

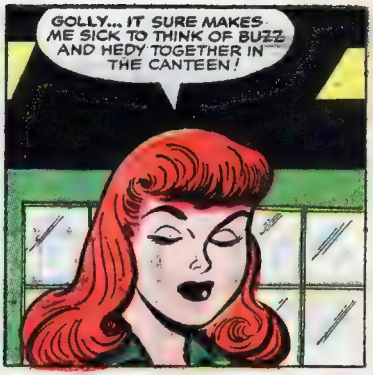

CANTEEN... FIRST STOP...
CIVILIAN EMPLOYEES
ARMY 602

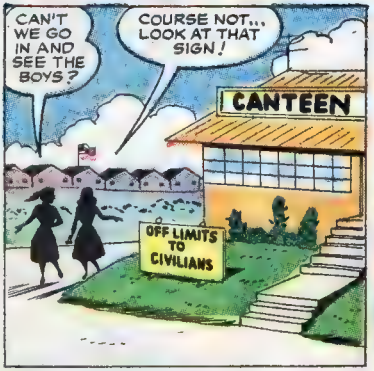
ONE SIDE, SISTER... THIS IS MY STOP!
YOU MUST BE SLEEPWALKING... REMEMBER, I WON THIS JOB!

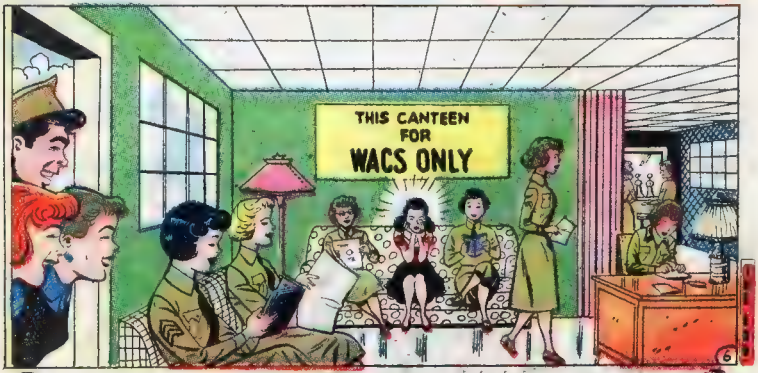
I'M SORRY, MISS WALKER... BUT YOUR NAME HAS BEEN CROSSED OFF AND MISS WOLFE'S HAS BEEN ADDED!
OH!! I MIGHT'VE KNOWN YOU'D PULL A FAST ONE SOMEHOW!


GUESS I'LL JOIN THE OFFICE WORKERS!
GLAD TO HAVE YOU, PATSY... FOR A MINUTE WE THOUGHT WE'D HAVE TO WORK WITH... (UGH!) HER!









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Street or RFD
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EXTRA MONEY for YOU- Plus Lovely Dresses that Never Cost You a Penny!

NO EXPERIENCE NEEDED!

You've never read more exciting news! Think of making as much as $30.00 a week in your spare time, right in your own neighborhood; and also taking your pick of more than 100 beautiful colorful, late-style dresses . . . which won't cost you a single penny! All you do now is mail the coupon at the bottom of this page. Don't send any money now or any time. You'll receive *absolutely free* the most thrilling display of gorgeous styles you ever saw . . . all the latest fashions . . . all the new miracle wonder fabrics like dacron, nylon, orlon, rayon and scores of the all important sparkling cottons with the glamorous new finishes . . . in convertibles, casuals, mix-and-match, separates —house dresses, suits, sportswear, and hosiery and lingerie, too . . . also adorable children's dresses!

YOU'LL LOVE EVERY MINUTE!

Up to $30.00 a week cash and the personal dresses you select, all without one penny cost are *yours* just for showing the beautiful styles and sending only a few orders for friends, neighbors, co-workers, and members of your family. That's all! You don't pay a cent for your own dresses—and you can get dress after dress, a whole wardrobe, this easy way! What a wonderful way to use your spare hours, evenings, and weekends! So don't wait. Just mail the coupon and everything you need will be rushed to you postpaid and ABSOLUTELY FREE!

Women like you write exceptional letters like these

No Longer Buys Dresses!
The dresses I used to buy I now get without paying for them! And I make $12.00 to $15.00 in a week spare time besides! DOROTHY HOUGH, Ms.

2 Hours Pays $10.00
My first experience with Harford Frocks netted me $10.00 in about 2 hours. It was fun, and I made new friends. Mrs. S. W. COLE, West Virginia.

FREE! Just Mail the Coupon Below!

Just write your name, address, and dress size on coupon (paste it on a postcard), and we'll send you the big style display so you can start collecting Extra Cash and getting your personal dresses without cost!

HARFORD FROCKS, Inc., Dept. P-4 86 Cincinnati 25, Ohio

In Canada write to: Harford Frocks (Canada) Ltd., 2241 Lariviere St., Montreal 24, P. Q.

You choose from more than 100 BEAUTIFUL STYLES

PASTE ON POSTCARD — AND MAIL!

Harford Frocks, Inc., Dept. P-486 Cincinnati 25, Ohio

RUSH POSTPAID AND ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly making extra money in spare time and getting my personal dresses without paying one penny for them.

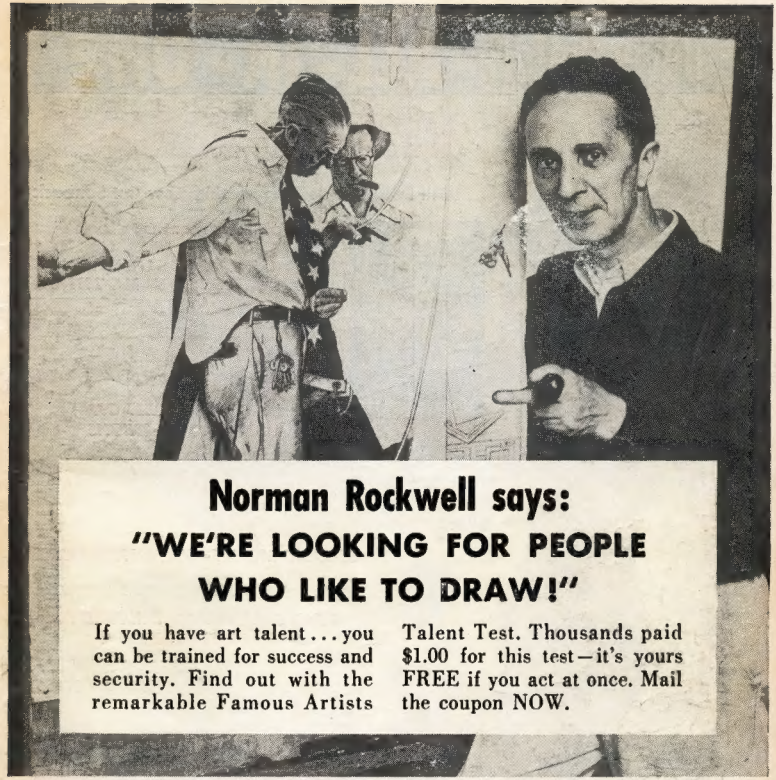
Name_____

Address_____

City_____ State_____

Dress Size_____ Age_____

In Canada, write 2241 Lariviere St., Montreal 24, P. Q.



Norman Rockwell says:
"WE'RE LOOKING FOR PEOPLE WHO LIKE TO DRAW!"

If you have art talent... you can be trained for success and security. Find out with the remarkable Famous Artists Talent Test. Thousands paid $1.00 for this test—it's yours FREE if you act at once. Mail the coupon NOW.

FREE! Famous Artists Talent Test for Men and Women!

...reveals your sense of design, composition, form, originality and picture sense. FREE if you act at once.

Famous Artists Course
Studio 128-YY, Westport, Conn.

Send me without obligation your Famous Artists Talent Test

Mr.
Mrs.
Miss (PLEASE PRINT) Age
Address
City, Zone, State

Norman Rockwell
Jon Whitcomb
Stevan Dohanos
Harold Von Schmidt
Peter Helck
Fred Ludekens
Al Parker
Ben Stahl
Robert Fawcett
Austin Briggs
Dong Kingman
Albert Dorne

never before ALL-IN-ONE

WALK-AWAY

with Exclusive Self-Supporting, Low Cut Sunback

- Glorious Comfort
- Delightfully Cool — Light-as-a Feather
- Wonder-Working 2-Way Stretch — No Wires, No Stays, No Bones
- No Squeezing No Pinching, No Binding, No Chafing!

INTRODUCTORY SALE
$7.98 VALUE
$4.98 POST PAID
FIRST QUALITY

Why Wait Long Months to Look Thin INSTANTLY LOSE 3 INCHES OFF YOUR MEASUREMENTS or it COSTS YOU NOTHING

Imagine! A cool, light, action-free corselette with special patented criss-cross elastic-shoulder straps that bares your back like a bathing suit! Just what every girl wants for evening wear, for displaying your lovely shoulders and back . . . for dancing and romancing. Even the larger-than-average figure can at last have alluring separation . . . youthful uplift and dependable support with a back that is a deep, deep decollete.

AT THE PRICE YOU'D PAY FOR A GIRDLE OR BRA ALONE...

TAKES TWO SIZES OFF WAIST — HIPS — THIGHS

Measurements

The moment you step into feather-light Walk-Away you'll be amazed at the way excess inches disappear before your very eyes. You'll look up to 3 inches thinner and years younger! You'll be joyously surprised to find that you can fit into the smaller, high-fashion clothes you've always wanted to wear. Your figure will be one sleek, slim hour-glass silhouette—from the top of your torso to below your hip-line. Your tummy, waistline and "spare tire" bulge will be flat and smooth . . . your hips and derriere will be thin and trim with alluring lines. Your clothes will wear like a dream . . . you'll feel like a million!

SEND NO MONEY — 10 DAY FREE TRIAL!

Wear amazing WALK-AWAY at our expense for 10 days. You must be completely delighted, or YOUR PURCHASE PRICE WILL BE PROMPTLY REFUNDED! Every WALK-AWAY is sold under our SATISFACTION GUARANTEE OR YOUR MONEY BACK.

HANDCRAFTED AND TAILORED TO PERFECTION!

The bra is made of exquisitely embroidered nylon marquisette upper cups. You get decided uplift with acetated satin lower cups . . . and glamorous separation with fabulous Lastex center panel and unique criss-cross elastic shoulder strap extensions. The built-in, woven rib stitch panel molds and controls inches off your waistline and tummy. The 2½-inch elastic diagonal hipline panels give you unmatched comfort and freedom-of-movement. Never before could a girl do so much for her figure for so little money!

Patented criss-cross shoulder-strap design gives low-cut sunback non-shifting, secure support . . . lets you wear the most revealing fashions with utmost confidence and comfort.

A CUP: 30-36
B CUP: 32-42
C CUP: 32-42

OUR FAMOUS GUARANTEE

Every ALL-IN-ONE WALK-AWAY carries our full guarantee of satisfaction or your money back.

Regular Girdle or Panty Girdle with "Hide-a-way" detachable snap-button crotch
Comes in **White or Pink**

MAIL FREE TRIAL COUPON TODAY

WILCO FASHIONS . . . Dept. F68N
35 S. Park Avenue
Rockville Centre, New York

Please rush ALL-IN-ONE WALK-AWAY on approval. If not delighted, I may return it within ten (10) days for refund of purchase price.

☐ I enclose $_____ You pay postage.
☐ Send C.O.D., I'll pay _____ plus postage.

Please Check:
☐ Regular Girdle. ☐ Panty Girdle with "Hide-a-way" crotch.
BRA SIZE please_____ SEND ME_____ EXTRA
WAIST SIZE please_____ CROTCHES @ 49¢ each.
COLOR . . . White ☐ Pink ☐
NAME (print)_____
ADDRESS (print)_____
CITY_____ ZONE____STATE_____

WILCO FASHIONS DEPT. F68N
35 S. PARK AVE., ROCKVILLE CENTRE, NEW YORK